Attv Dkt.: 4001-00800 Patent

## AMENDMENTS TO THE ABSTRACT

Please replace the Abstract with the following:

This invention is directed to a system and method for improving customer loyalty through direct sales incentive dissemination based on the customers past purchase history and items the store is offering at a reduced price. Th-The additional services include providing the customer with a list of their preferred items, which are also on sale, without the customer needing to search for related coupons and the like.